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CENTRAL FAX CENTER**

SEP 17 2008

LISTING OF CLAIMS

This listing of Claims replaces all prior versions and listings of Claims in the Application.

Please amend Claims 10, 14, 15, 17, 22, and 23.

Please cancel Claims 1 to 9, 11 to 13, 16, and 18 to 21.

Claim 1 (Cancelled).

Claim 2 (Cancelled).

Claim 3 (Cancelled).

Claim 4 (Cancelled).

Claim 5 (Cancelled).

Claim 6 (Cancelled).

Claim 7 (Cancelled).

Claim 8 (Cancelled).

Claim 9 (Cancelled).

Claim 10 (Currently Amended). A promotional product in accordance with Claim 8 22, wherein said filler is selected from the group consisting of candy, cookies, chocolates, mints, other sweets, a promotional give-away, a toy, a trinket, a jewelry item and the like.

Claim 11 (Cancelled).

Claim 12 (Cancelled).

Claim 13 (Cancelled).

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Claim 14 (Currently Amended). A promotional product in the form of a non-medical simulated prescription package and plush animal containing a non-medical promotional message, comprising:

- a) a non-medical simulated prescription label containing thereon a customized non-medical promotional message for promoting a non-medical product or service;
- b) a non-medical simulated prescription package and means for attaching said non-medical simulated prescription label onto said non-medical simulated prescription package;
- c) a non-medical product contained within said non-medical simulated prescription package; and

DELETE [d) means for ordering said non-medical simulated prescription package, said promotional message, and said non-medical product.]

NEW d) a plush animal holding said non-medical prescription package for delivering said non-medical promotional message.

Claim 15 (Currently Amended). An emotional product in the form of a non-medical simulated prescription package and plush animal containing a non-medical emotional message, comprising:

- a) a non-medical simulated prescription label containing thereon a customized non-medical emotional message for expressing an emotion;

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b) a non-medical simulated prescription package and means for attaching said non-medical simulated prescription label onto said non-medical simulated prescription package;

c) a non-medical product contained within said non-medical simulated prescription package; and

DELETE [d] means for ordering said non-medical simulated prescription package, said emotional message, and said product.]

NEW d) a plush animal holding said non-medical prescription package for delivering a said non-medical emotional message.

Claim 16 (Cancelled).

Claim 17 (Currently Amended). A product method of an Internet system in accordance with Claim 14 ~~16~~, wherein said customized step of preparing said promotional message on the Internet for promoting said event is selected from the group consisting of a concert; a sporting venue such as baseball, football, basketball and the like; a musical; a play; a dance; a charity; a horse show; a clothing show; a jewelry show; a food show; and a car show.

Claim 18 (Cancelled).

Claim 19 (Cancelled).

Claim 20 (Cancelled).

Claim 21 (Cancelled).

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Claim 22 (Currently Amended). A promotional product in the form of a non-medical simulated prescription package and plush animal containing a non-medical promotional message, comprising:

a) a non-medical simulated prescription label containing thereon a customized non-medical promotional message for promoting an event;

b) a non-medical prescription package and means for attaching said non-medical simulated prescription label onto said non-medical simulated prescription package;

c) a filler contained within said non-medical simulated prescription package; and
DELETE [d) means for ordering said simulated prescription package, said promotional

message, and said filler for promoting said event.]

NEW d) a plush animal holding said non-medical prescription package for promoting said event.

Claim 23 (Currently Amended). A promotional product in the form of a non-medical simulated prescription package and plush animal containing a non-medical promotional message, comprising:

a) a non-medical simulated prescription label containing thereon a customized non-medical promotional message for promoting a service;

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b) a non-medical prescription package and means for attaching said non-medical simulated prescription label onto said non-medical simulated prescription package;

c) a filler contained within said non-medical simulated prescription package; and

DELETE [d) means for ordering said non-medical simulated prescription package, said promotional message, and said filler for promoting said service.]

NEW d) a plush animal holding said non-medical prescription package for promoting said service.